



FIELDHOUSE FRUIT FARM

VIRGIL FIELDHOUSE & SONS
Dodgeville, Wisconsin
DIAL 5011

1956 Price List

GROWERS — RETAILERS
and DISTRIBUTORS of—

Apples
Pears
Strawberries
Asparagus
Tomatoes
Strawberry Plants
General Nursery Stock
Vigoro Products
Spray Materials

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JAN 23 1956
U.S. Department of Agriculture

We take great pleasure in announcing the big selection of strawberry plants that we have for 1956. Our selection includes nearly all varieties widely grown in the northern areas as well as some new introductions that are really terrific. We were especially proud to see our new "Sharon" pictured in the January 1956 issue of the "Flower Grower". It appeared in the article "Discover 145 New Plants For Your 1956 Garden" by Carol Sue Umbreit.

You will note that many of the varieties are listed as "Virus Free". This means that they have been grown from USDA or other indexed virus free stock under conditions which should prevent infection. We do not guarantee that these plants will grow any better than regular stock or that they will pick up no diseases or other troubles under your growing conditions. It is likely that some varieties are much more affected by virus conditions than others. For example, "virus free" Catskill has shown a big improvement over the regular stock while Robinson has shown practically no change.

A large part of our shipping stock will be cold storage plants. We recommend these over fresh-dug plants without reservation. Cold storage plants may not look green and fresh like fresh-dug plants but don't be misled. Often fresh-dug plants have had many new leaves removed and have little chance for survival.

Our plants are all grown under irrigation with particular care given to proper fertilization. This combination along with good soil gives large healthy plants like many have never seen. We believe our plants are as good or better than any available.

BLAKEMORE (USDA virus free stock)

USDA origination introduced in 1930. Good color, tough skin, firm, tart flavor. Southerners considers it tops as a shipping berry.

SENATOR DUNLAP (USDA virus free stock)

An old favorite of home gardeners. Heavy plant maker. We have it for those who still want it.

ROBINSON (USDA virus free stock)

Ripens soon after Premier and continues into late season. Big, round, blunt nosed berries on large thick stems. Solid red with tangy rich flavor. Easy to grow, making lots of plants which are moderately productive. If you have trouble with soft berries try using "Captan". Don't let rows get too ~~thick~~ or over fertilize.

PREMIER (USDA virus free stock)

We recommend you stay away from this one. We do not think that it is Premier at all. Vigorous plants—much more vigorous than regular Premier. Berries are often too soft under irrigation and yield is not overly heavy. We have it for any who want it.

PREMIER (A truly fine strain of regular Premier)

Highly frost resistant. Extremely productive. Early bearer with a long season. We have had a yield as high as 25,000 quarts per acre and a picking season as long as 29 days. Sufficient vigor to make a good fruiting row. Nice looking berries, moderately firm, good for freezing only if frozen crushed.

CATSKILL (USDA virus free stock)

Marshall x Premier cross. One of the most productive midseason varieties. Good quality, firm, attractive, excellent freezer. Looks like a big improvement over regular Catskill.

SPARKLE (USDA virus free stock)

New Jersey 347. Introduced in 1940. Large, firm, high yielder. Berries are somewhat round in shape and have a wax-like gloss. Tends to darken on holding. Many growers in Wisconsin consider it their best variety.

TENNESSEE BEAUTY (USDA virus free stock)

Missionary x Howard 17. Tennessee 263. Introduced in 1942. Midseason to late, high yielder, good freezer. Sets a heavy crop and is well adapted to irrigation.

ARMORE (USDA virus free stock)

University of Missouri introduction in 1940. Blakemore x Aroma. Large size berries with berries holding good size throughout season. Many large plants. Excellent flavor and good shipper. Late Mid-season.

BELLMAR (USDA virus free stock)

USDA introduction in 1930. Missionary x Howard 17. Tart flavor, firm, tough skin. Adapted to southern states.

EMPIRE (Indexed virus free stock)

New York introduction 1951. Dresden x Sparkle. A challenger to Premier. Berries large than Premier, quite productive, good freezer. Late midseason. Light flesh color is a fault. Some like it. Some don't.

VERMILION (Indexed virus free stock)

University of Illinois in 1950. Redstar x Pathfinder. Resistant to red stele, leaf spot, leaf blight and leaf scorch. Productive, early midseason. Attractive.

FAIRPEAKE (Original strain)

USDA in 1944. Chesapeake x Fairfax. Late, good plant maker. Berry highly flavored.

BRITISH SOVEREIGN (Original)

Lots of claims on this one. Try it yourself and see. Late, large deep red berries, distinctive flavor.

PLENTIFUL (Indexed virus free stock)

Illinois seedling 41-11 in 1953. Redstar x Pathfinder. Late midseason, very large fruit, high yielder but too soft for commercial plantings.

POCAHONTAS (USDA virus free stock)

USDA in 1953. Tennessee Shipper x Midland. Vigorous plant maker, High yielder, tart flavor. Has large berries which maintain size throughout the season. Adapted over a wide area. Looks good to us.

PAYMASTER (Indexed virus free stock)

Keith introduction from Sawyer, Michigan. Premier x Gem. Introduced in 1942. Beautiful, firm, good shipper, good freezer, productive. Resistant to Red Stele. Similar to Sparkle and many consider it superior in many ways. Worth a try.

JUMBO (Indexed virus free stock)

Midseason. Firm, solid red, good shipper, high yielding. Home gardeners ought to give it a try.

AMBROSIA (Original)

Originated by Mr. A.E. Lang in 1931 and has been considered one of the best late berries since that time. The berries are large, pointed, bright red and have a wonderful flavor. Large vigorous plants, high yielding, easy to grow.

LINDALICIOUS

A Larsen introduction from Utah in 1948. Fairfax-unnamed seedling. Midseason to late, huge plants, medium to large berries which turn red inside before becoming colored on outside. Everbearing in some localities.

Wisconsin 2-61 (Originally Wis 2-35)

Originated by Dr. Roberts of the University of Wisconsin. Early, yet may extend well into late season. Prolific plant maker and a heavy yielder of large, almost round, medium firm, medium red berries. A good freezer. It's a little soft for large commercial plantings but for large patches where customers pick their own it is unsurpassed.

WISCONSIN 2-14

Originated by Dr. Roberts. Ripens shortly after Premier. Large beautiful red berries with contrasting yellow seeds. Berry is medium firm, stands up well, and is superior for freezing. Fast becoming a favorite with home gardeners in Wisconsin, Illinois, and Indiana. We consider it a little too erratic for large commercial plantings but many growers in Wisconsin swear by it.

SHARON

Introduced by us in 1955 as a superior selection from Dr. Roberts' Wisconsin 537. We rate this above all others for quality and consumer appeal. It is a favorite with our pickers too. Beautiful, dark red, firm, good shipper. Large vigorous plants and a heavy yielder of large and medium large berries through a long season. We think this variety has great possibilities commercially as well as being terrific for the home garden. We recommend that this variety be much more heavily fertilized than most others. Excellent freezer.

SWEET SUE (the original Wis 2-61 but not the one generally sold as Wis 2-61)

Introduced in 1955. Berry is smooth skinned, solid, medium red and exceptionally sweet. Excellent plant maker. We have never seen a variety with a better root system or a better looking fruiting row. Midseason. Home gardeners have really been delighted with this one.

RED RICH (Plant Patent 993)

We have grown this well known variety and have found that it does well if properly cared for. Wayzata x Fairfax by Marion Hagerstrom. Deep red with distinctive sweet flavor.

ESTEEM (Plant Patent 1408)

Originated by Mr. A.E. Lang and introduced by us in the Fall of 1954. It is something really new and different. We feel it is the finest "all summer bearing strawberry". Some purchasers had tough luck but most had outstanding results. We found that it takes care quite different than ordinary strawberries to get top results. From Spring to late Fall the plants are loaded with blossoms and berries. Last summer with no rain after early June and hot burning winds week after week the Esteem had a rough time of it as the berries tended to dry out the plants. We now recommend removing all berries from the plants if such weather is encountered. It bears all summer but the heaviest yielding time is August-September. We still recommend early Fall planting although Spring planting is satisfactory if blossoms are kept off for at least 60 days. We hope to have plants available again by the Fall of 1956.

The most impressive of the varieties we grow are not listed in our catalog. Visitors to our patches invariably ask if they can get plants of one or another of these varieties. Time after time we must tell them that ~~theses~~ are new and yet unreleased varieties developed by Dr. Roberts of the University of Wisconsin that we hope may be released in the near future.

We consider Wisconsin 8-46 to be the most outstanding. The plants are large and vigorous making a wonderful fruiting row. Our pickers were amazed when they found forty to seventy quarts day after day on 180 foot rows. After seeing pickings like this we were not too surprised when the yield figured 20,000 quarts per acre. Nearly all the berries are large ones. It's firm, tasty, easy to pick, and stands up especially well in hot weather.

Wisconsin 2-60 appears to be even more frost resistant than Premier. It has a flavor that is really delightfully different, quite unlike any we have encountered before. High yielding, firm, medium dark, and vigorous.

We have grown 8-46 and 2-60 on a commercial scale and we know they are good. There are many others which really look impressive too and we hope to be able to describe these in the near future.

	12	25	50	100	250	500	1000
BLAKEMORE		.90	1.65	3.00	6.00	10.00	18.00
SEN. DUNLAP		.80	1.40	2.50	5.00	9.00	16.00
ROBINSON		.80	1.40	2.50	5.00	9.00	16.00
PREMIER VF		.90	1.65	3.00	6.00	10.00	18.00
PREMIER		.90	1.65	3.00	6.00	10.00	18.00
CATSKILL		.90	1.65	3.00	6.00	10.00	18.00
SPARKLE		.90	1.65	3.00	6.00	10.00	18.00
TENN. BEAUTY		.90	1.65	3.00	6.00	10.00	18.00
ARMORE		.90	1.65	3.00	6.00	10.00	18.00
BELLMAR		.90	1.65	3.00	6.00	10.00	18.00
EMPIRE		1.10	2.00	3.50	7.00	12.00	21.00
VERMILION		1.10	2.00	3.50	7.00	12.00	21.00
FAIRPEAKE		1.10	2.00	3.50	7.00	12.00	21.00
BRITISH SOVEREIGN		1.10	2.00	3.50	7.00	12.00	21.00
PLENTIFUL		1.10	2.00	3.50	7.00	12.00	21.00
POCAHONTAS		1.10	2.00	3.50	7.00	12.00	21.00
PAYMASTER		1.50	2.50	4.25	8.50	16.00	25.00
JUMBO		2.00	3.30	5.00	10.00	19.00	*****
AMBROSIA		.90	1.65	3.00	*****	*****	*****
WIS. 2-14		.90	1.65	3.00	6.00	10.00	18.00
LINDALICIOUS		.90	1.65	3.00	6.00	*****	*****
WIS. 2-61		.90	1.65	3.00	6.00	10.00	18.00
SHARON		1.10	2.00	3.50	7.00	12.00	21.00
SWEET SUE		1.10	2.00	****	****	*****	*****
RED RICH	2.95	5.00	8.50	15.00	POSTPAID		
ESTEEM	2.00	4.50	8.00	*****			

If plants should turn out to not be true-to-name or do not arrive in a live condition we will replace them without charge. Our guarantee does not imply any further liability but we do make allowance for certain hard luck cases.

Zone 1 & 2 40¢ packing and mailing charge regardless of size of order

All of Wisconsin, Northern Illinois, Eastern Iowa.

Zone 3 40¢ packing and mailing charge on orders up to 20#

\$1.00 on orders of 20# to 40# Michigan, Central & Western Iowa,

\$1.50 on orders of 40# to 60# Minnesota, Indiana, Central & Southern

\$2.00 on orders of 60# to 80# Illinois, Missouri.

\$1.00 on each additional 40#

Zone 5 40¢ packing and mailing charge on orders up to 20#

\$1.75 on orders of 20# to 40# Montana, Wyoming, Colorado, Texas,

\$2.50 on orders of 40# to 60# Louisiana, Mississippi, Alabama, Georgia,

\$3.25 on orders of 60# to 80# Florida and All Eastern States not listed

\$1.75 on each additional 40# under Zone 4.

Zone 6 & 7 40 ¢ packing and mailing charge on orders up to 10#

\$1.50 on orders of 10# to 20# Washington, Oregon, California,

\$2.00 on each additional 20# Idaho, and Utah.

25 Plants 1#; 100 Plants 4#; 500 Plants 20#; 1000 Plants 40#

Parcel Post is generally cheapest and most satisfactory method of shipping plants, unless the quantity is above 3,000.